APPENDIX C

Windows 2000 Logo Requirements

In This Appendix

Understand why you need a Logo

Understand the Basic and Gold Logo levels

Understand the application requirements for the Logo program

Understand how to become a "partner" and get a Logo for your application

Imagine, for a moment, that you're a buyer at a large corporation. You have no idea what software is or what it does. All you know is that your company is looking for a new utility that counts widgets. If this sounds absurd, it's not. This is the way that many large corporations buy things — all kinds of things. Someone in the purchasing department will get a purchase order for a widget counter and they have no idea what this is or why they need it. So, you, as a developer, are probably wondering how to make your product stand out so that the buyer will actually make an order for your widget counter. That's where the Microsoft Made for Windows Logo program comes in. The whole purpose of this program is to guarantee the corporate (or even home) buyer that your product is safe to use within the Windows environment and that it has passed certain certification tests.

Obviously, convincing someone to buy your product by including a little logo on the package probably isn't going to be enough to convince your boss to go through the trouble of getting one. The first section of this appendix is going to provide you with some additional reasons to get a logo. What's in it for you? That's the question you should be asking and that's the answer you'll get in this first section.

Once you've decided to get a Made for Windows Logo for your application advertisements, you'll have to decide whether you want to get a Basic Logo or a Gold Logo. What are the differences between these two Logos? Is one more beneficial to your company than the other? You'll find the answers in the second section of this appendix.

You're absolutely sure that you want to pursue having a Made for Windows Logo attached to your product and you've decided to go the distance and meet the extra requirements for a Gold Logo. What are those requirements? Are they variable? In the next section of this appendix, you'll find the ten required elements.

Now you've gone through your application with a fine-toothed comb and you're certain it meets the requirements for the Made for Windows Logo program. What do you do next? Where do you send it? How do you know that it'll pass the compliance testing? The final section of this appendix will show you how to do a thorough pretest of your application, and, when you've done that successfully, where to send it. You'll also discover what happens after you send the application off for testing.

How Will Getting a Logo Benefit You?

Microsoft's Windows Logo program is a partnership program that allows you to cash in on the Windows Logo and the instant recognition it has. If you meet the criteria for the Logo program, Microsoft will provide you with camera-ready and electronic art for using the Microsoft Logo. You can use this logo on the packaging for your application, on any advertising you do for your application, any documentation you might use referring to your application, and on your Web site.

The biggest benefit you'll get from using the Microsoft Logo on your product is that the customer will be assured of your product's quality, which will theoretically save the customer money in reduced IT costs. Using the Logo on your product tells people that your application will be reliable, stable, and run smoothly with Windows operating systems. Having the Windows Logo tells a consumer that your application has been tested and met the technical criteria for the Logo program. Another plus for the consumer is the knowledge that your application will write system and application data successfully on a Windows operating system. These assurances will appeal to your customers because it means financial savings to them. Applications that run smoothly with the Windows operating systems and allow interoperability as well will mean fewer problems for IT departments, and uniform accessibility features.

An added advantage to you is that any application with the Made for Windows Logo can be found through the Windows Logo'd Product search engine at the Microsoft.com Web site. So you would initially be on Microsoft's list of recently Logo'd products as well. These lists contain your company name, the name of your application, a short description of it, and your Web site URL. Microsoft will also give you quotes you can use in any press releases when you announce your new Logo'd product.

The other benefits of the Logo partnership program are invitations to Windows Logo Forum events (where you'll hear updates on Microsoft initiatives), invitations to Microsoft product-launching events, and participation in co-op Partner marketing campaigns. You'll also get a chance to share in Logo Partners trade shows with a Partner Pavilion. A subscription to the Microsoft Windows Partner electronic newsletter, published monthly, is another benefit.

What Are the Logo Levels?

Microsoft has had a bi-level logo program instituted for the Windows 98 applications, but they may change this to a single-level program for Windows 2000. These two levels, Basic Logos and Gold Logos, share some of the same criteria. For instance, both logo levels require that your application will install and uninstall cleanly. They both also require that the application won't interfere with any system components. Particular features of Windows that you've used in your application will determine which logo level you may use.

In addition to an application that installs and uninstalls cleanly, self-repairs, and doesn't interfere with system components, the Basic Logo application must also continue to run in its normal fashion after your operating system has been upgraded to Windows 2000. Finally, the Basic Logo application has to run well with other system applications. Its interoperability is an important feature.

The Gold Logo application must meet the same requirements as the Basic Logo, plus some. To qualify for the Gold Logo, your application must already run with Windows 2000. It must also provide support for the Advanced Configuration and Power Management Interface, OnNow/ACPI, ensuring standard accessibility options for users.

At the time of this writing, the requirements for the Made for Windows Logo program were in flux, in regard to the Basic and Gold Logo levels. The extra requirements for the Gold Logo are so important to the ability of companies to run smoothly and efficiently, that most developers have found it beneficial to go that extra distance and meet the standards for the Gold Logo. Because most developers are going for the Gold Level, there may not be two levels when the Windows 2000 requirements are made public. Instead, any use of the Windows Logo will mean meeting the requirements for the Gold Logo.

Figuring Out the Logo Application Requirements

There are basically ten requirements your application must meet to acquire a two-year license to use a Microsoft Logo. Each of these requirements is part of the total usability package that the Logo is ensuring a consumer. All of these requirements, met, will contribute to your application running in a stabile, reliable manner on a Windows operating system.

First, there are five fundamental requirements for an application using a Microsoft logo:

- Your application must be a win32 API executable file. The compiler must generate the 32-bit executable file in PE (Portable Executable) format.
- Any DLL (dynamic-link libraries) or EXE (executable) program files have to be 32-bit files.
- Your application must support any valid win32 file name, including LFN's (Long File Names) and UNC (Universal Naming Convention) names.
- Your application must not add anything to WIN.INI, SYSTEM.INI, AUTOEXEC.BAT, or CONFIG.SYS, and it must support compact discs' AutoPlay.
- Your application must correctly check the operating system being used against the minimum version requirements of the application. It must allow the application to install completely and run fully on the minimum version or any later versions of the operating system.

Another usability requirement is that your application installs and uninstalls successfully, and that it runs well with other installations on the operating system. You'll need to use a Windows Installer package in order to pass the testing requirements for install and uninstall stability.

Your application must be able to support multiple users at each machine, roaming users, and machine replacements. It should work in a secure Windows environment and allow users to do their own work, wherever they are. Another important requirement of your application is user-interface consistency, making it accessible to a variety of users. Your application must also conform to the OnNow/ACPI (Advanced Configuration and Power Management Interface) design specifications, which include error-free power-up and power-down situations system-wide. Finally, your application must meet migration standards; that is, it must be able to run fully after an operating system is upgraded.

Getting Your Application Logo

Once you think your application meets these requirements, you'll need to pretest the application to make sure it actually does meet the requirements. You'll have to send a copy of your pretest results in the application package to VeriTest for compliance testing. Make sure you keep up to date with the Microsoft Logo requirements as well. These specifications are subject to change and the text of the associated booklet is updated accordingly.

The methods you can use to pretest your application for Microsoft Logo compliance can be found at `http://msdn.microsoft.com/winlogo/downloads.asp`. Just download a copy of Microsoft's "Windows Application Specifications" from the Microsoft Developer's Network Web site, and you'll have the pretest information and a detailed description of the application requirements. Check this site for the specifics of each requirement for the Logo program, and for changes that would affect your application development, as well as information about how to pretest your application.

When you've done all the pretests and your application meets the requirements, you're ready to send it off. The testing for application compliance is done by VeriTest. This company is an independent test laboratory for microcomputer products and has been in business for 12 years. Your complete package will include five items:

- Software application (on floppy disk, CD-ROM, or DVD-ROM)
- Pretest results
- A signed VeriTest, Inc. Testing Agreement
- A signed Windows Logo License agreement
- VeriTest's fee for their compliance testing

When VeriTest receives your complete application, they'll send you a notice of receipt. If you've accidentally omitted anything from your package, they'll tell you in this notice. If it is complete, they'll tell you the date that you can expect to hear from them with the testing results. Usually it's within five business days. VeriTest will forward a copy of the test results to Microsoft when they get your signed release form. You'll be able to use the Windows Logo for two years for each approved application. You'll need to reapply if you're still using the application after that, and you'll also need to reapply each time you update your software.

Summary

In this appendix, we looked at the requirements for Microsoft's Windows Logo program. We also discussed the benefits of being a Logo Partner, and the procedure for getting your application compliance-tested was outlined. Here are some additional conclusions you can draw from the contents of this appendix:

- The benefits you can expect to receive from using the Made for Windows Logo program include the publicity for your application, assurances that using the Logo makes to consumers about application standards, and the financial pluses to you and consumers that come from Windows operating systems compatibility.

- Microsoft currently uses a two-tiered Logo program but is switching back to a single level that will mean all Made for Windows Logo program applications meet the same requirements.
- There are basically ten requirements for application acceptance into the Made for Windows Logo program: five fundamental items and five usability items.
- You can pretest your application before you send it to the independent laboratory for compliance testing, cutting down on the possibility that you'll need to rework some piece of the application before it's accepted.

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